

PATENT ABSTRACTS OF JAPAN

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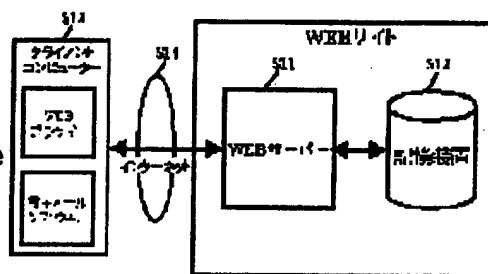
(22)Date of filing : 04.09.2000

(72)Inventor : MATSUBARA HIDEKI

(54) NEW MERCHANDISE PLANNING SUPPORT SYSTEM

(57)Abstract:

PROBLEM TO BE SOLVED: To provide a system for supporting the production of previously unknown new merchandise or improved merchandise in a short period of time by quickly reporting new merchandise needed by consumers and a plan of new merchandise proposed by suppliers to those interested in these items, and discussing expected sales and price settings at the same time that the plan of the merchandise is rapidly effected, so as to rapidly produce previously unknown merchandise or articles or services difficult to acquire and thus promote an increase in the chances of business between consumers and suppliers.



SOLUTION: The system comprises (1) a WEB server and a storage device for a WEB site; (2) an electric communication line connecting the WEB site with system users; (3) client computers installed on the system user side; and (4) a WEB browser and e-mail software within the client computers.

LEGAL STATUS

[Date of request for examination]

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[Kind of final disposal of application other than
the examiner's decision of rejection or
application converted registration]

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decision of rejection]

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CLAIMS

[Claim(s)]

[Claim 1] the need person or feeder including service of goods -- one's name, a contact, and Seki -- with the WEB server and storage which offer the function which can be registered beforehand about prudent goods or a goods field The WEB server and storage which offer the function whose registration of the conditions which specify a joint plan partner's attribute which the plan issue and themselves of goods who will want if a need person wants to purchase, or will want if a feeder wants to sell desire is enabled, The thing applicable to the attribute conditions specified as a joint plan partner is selected from the need person who belongs to the interested field registered beforehand about the registration plan issue concerned, or a feeder. At the same time it notifies or discloses [general] the information about the issue concerned by the E-mail or the homepage at the appropriate person The WEB server and storage which offer the function which accesses through a telecommunication circuit from a WEB browser about this issue, and can perform the argument between participants on an electronic bulletin board, The function in which a meeting reader with the role which summarizes the argument on the goods plan and is led to a certain result describes electronically the goods specification and the goods catalog which create the electronic bulletin board function, the goods specification, or the goods catalog which participates in an argument from a WEB browser and which were functioned and completed, and registers them, With the WEB server and storage which offer the function to register conclusion conditions, such as a need person wishing goods purchase, quantity and a feeder wishing product development, a price, and time for delivery The system which many and unspecified need persons and feeders are tied [system] up, and plan development of the new goods is carried out [system], forms new dealing dealings, and promotes development of industry.

[Translation done.]

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DETAILED DESCRIPTION

[Detailed Description of the Invention]

[0001]

[The technical field to which invention belongs] this invention relates to the system which promotes plan development of new goods and activates a commercial transaction.

[0002]

[Description of the Prior Art] When a need person wanted a certain new goods conventionally, goods reference was performed through advertising media, such as the Internet homepage and a magazine, or the receipts-and-payments contractor. Moreover, when a feeder was going to plan and sell a certain new goods, the plan depending on its experience, the results of an investigation by the market survey company, etc. was performed, or it remained in the plan for a specific customer.

[0003]

[Problem(s) to be Solved by the Invention] or [however, / requiring much time for it coming to hand, when the goods cannot discover easily, or when it does not exist in a world] -- or it was difficult Moreover, for the feeder, it was substantially impossible to have known correctly whether it is that there are more need people who need it for beforehand which creates goods and starts sale, or to have discovered. Consequently, when it not only finishes as neither a need person nor a feeder cannot discover a new business chance or can realize it mutually, but a need person wanted to utilize the goods and to carry out a need person's own business, since the goods to need did not exist, even the business chance might be lost. Then, the technical problem of this invention is by connecting a need person and a feeder based on a common goods plan theme to offer the system which has the support function in which the needing partner can be discovered more efficiently in a short time, and new goods can be planned together.

[0004]

[A means to solve a problem] A means to register the goods field which a WEB server and storage are used for this invention, and has the interest of a need person and a feeder beforehand, A means to register it when there is the plan proposal or purchase hope of new goods, A means to offer the teleconference room by the electronic bulletin board which argues about goods specification at the same time it carries out comparison selection of a common designer candidate's attribute conditions and a registration member's attribute for which the proposer wishes, and it notifies to an appropriate person by the E-mail etc. or it opens to the public by the homepage, The above-mentioned technical problem is solved by offering the means which can record the settled goods specification and settled trading conditions, and can be perused.

[0005]

[Embodiments of the Invention] this invention consists of telecommunication circuits (S14), such as the Internet as means of communications which connects the client computer as the WEB server (S11) and storage (S12) which were put on the WEB site shown in drawing 1 , and a user interface and a browser, E-mail software (S13), and both, etc.

[0006] The user of this system has a need person with request of wanting to purchase a certain goods

which do not exist in a commercial scene yet, and a feeder with the plan of a certain new goods. it is [that a user shifts to a member registration page (S32) from the homepage (S31) of this system, and peculiar information and themselves, such as their name, a company name, the address, and a contact, are interested in the goods of what field from this screen or he is a need person, and] a feeder -- ** -- the item to say is inputted Drawing 4 is the example of this registration screen displayed on a client computer side. A WEB server records the data inputted by performing the function of this input and a display on the interested field DB (S21).

[0007] While this registration information can be perused from the registration member list reference page (S33) linked from an ohm page, it can peruse a part of a registrant's registration information on a reference page (S37). Moreover, the content of its conference room besides the ability to also peruse the history and the present condition of whether the member has participated in a certain conference room (S33) can also be perused (S34). A WEB server displays information from a reference page (S22).

[0008] The feeder with a need person with the goods wishing purchase or a new goods plan inputs the goods outline and specification from a goods plan registration page (S34). Drawing 5 is the example of this registration screen displayed on a client computer side. A WEB server records this goods plan information that it was inputted on Issue DB (S22). Moreover, in advance, it can peruse also about the already registered issue (S(S35) 39).

[0009] When there is a member who a WEB server performs condition comparison of the interested field DB and Issue DB (S23), and is interested in the registered issue, a WEB site manager is notified automatically (S24). A WEB site manager directs to display an issue on a WEB server to a WEB server, when a new electronic bulletin board (S3A) is established on a WEB server (S25), and it directs to perform the notice of an issue to an applicable member by the E-mail to a WEB server or the issue registrant specifies the general indication (S26). The conference room (S36) established, the content of a meeting (S3A), and a meeting participant (S3C) can peruse.

[0010] If the need person or feeder who received the notice of issue information is interested in the issue, he will be describing an opinion and hope and will advance mutual debate to the conference room on an electronic bulletin board (S3A) about a goods plan (S27). The meeting reader in a WEB site hastens an argument as the chairperson for it to be completed by this debate and draw a certain conclusion.

[0011] What an abortive mark is attached when goods specification is attached when this issue of a plan settles as new goods, and a formation mark is not collected with the trading conditions between members or the trading conditions in the case of carrying out general sale, and is recorded on Issue DB is directed to a WEB server (S28). A WEB server records on Issue DB about each case (S(S29) 2A).

[0012] the case where the formation situation of these issues and the content of goods specification have general indication specification -- a WEB page -- printing *****, generally it is widely opened to the public by things (S2B)

[0013]

[Effect of the Invention] According to this invention, a need person or a feeder can cut down the time concerning discovering the partner who is interested in a new goods plan and who needs mutually, and can shorten remarkably the time concerning acquisition of the new goods which were not until now by performing a new goods plan together. Consequently, formation of the new commercial transaction which is not until now is promoted, and it is effective in expanding the business chance of a need person and each feeder.

[Translation done.]

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TECHNICAL FIELD

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PRIOR ART

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EFFECT OF THE INVENTION

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TECHNICAL PROBLEM

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MEANS

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DESCRIPTION OF DRAWINGS

[Brief Description of the Drawings]

[Drawing 1] Explanatory drawing of the whole system unit which constitutes this invention.

[Drawing 2] Procedure of a system and explanatory drawing of the content in a WEB site.

[Drawing 3] Explanatory drawing about the link between UI WEB pages displayed by the browser corresponding to processing of a system.

[Drawing 4] Explanatory drawing about the example of the member registration WEB page screen displayed on a client computer.

[Drawing 5] Explanatory drawing about the example of the goods registration WEB page screen displayed on a client computer.

[Translation done.]

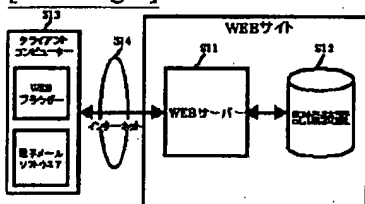
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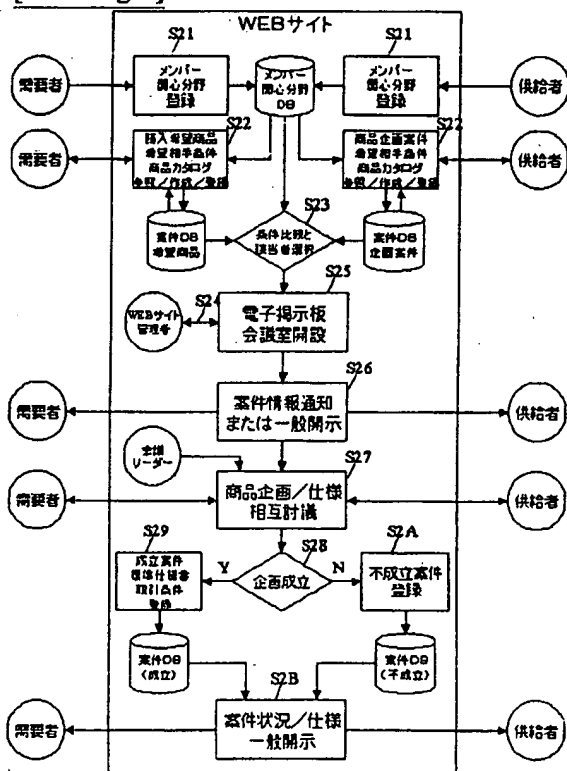
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DRAWINGS

[Drawing 1]



[Drawing 2]



[Drawing 4]

メンバー登録画面

メンバーの個人情報入力
・氏名、会社名、住所、電話番号、FAX番号
・電子メールアドレス

関心商品分野選択

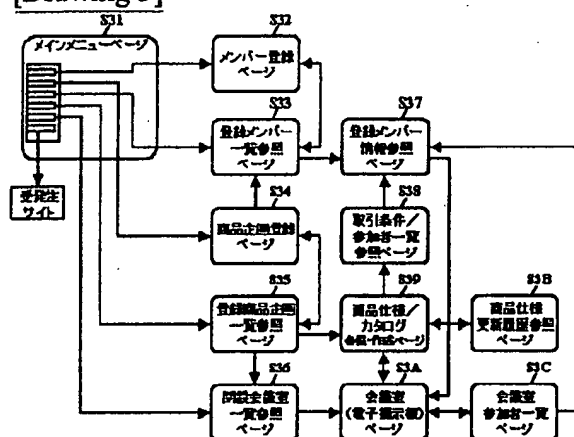
☐ 分類名称XXX ☐ 分類名称YYY

☐ 商品名称AAA ☐ 商品名称CCC

☐ 商品名称BBB ☐ 商品名称DDD

...

[Drawing 3]



[Drawing 5]

商品企画登録画面

登録情報入力フォーム

登録情報確認画面

登録済みの商品企画一覧と商品仕様ページへのリンクを画面へのリンクで表示する

登録済みのメンバー一覧と関心分野情報を表示する

[Translation done.]

(19) 日本国特許庁 (J P)

(12) 公開特許公報 (A)

(11) 特許出願公開番号

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	Z E C		Z E C
	3 2 4		3 2 4
	3 2 8		3 2 8

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(71) 出願人 591212947

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Fターム(参考) 5B049 BB07 BB11 BB49 CC02 CC08

DD01 EE01 FF03 FF04 GG04

GG07

(54) 【発明の名称】 新商品企画作成支援システム

(57) 【要約】

この発明は、需要者が求める新しい商品や、供給者が考える新しい商品企画などを、その案件に関心のある人々に対して迅速に知らせ、商品企画を早期に実施することと同時に販売見込みや価格設定なども討議し、今までにない新商品や改良商品の商品化を短期間で行なうことを支援するシステムである。

【目的】今まで世の中に存在しなかった商品や入手困難な物品やサービスを早期に商品化し、需要者と供給者相互のビジネスチャンスの拡大を促進することを目的とする。

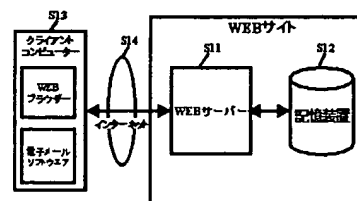
【構成】このシステムは以下の要素から構成される。

(1) WEBサイトにおけるWEBサーバーおよび記憶装置

(2) WEBサイトとシステム利用者とは接続する電気通信回線

(3) システム利用者側に設置されたクライアントコンピュータ

(4) クライアントコンピュータ内のWEBブラウザと電子メールソフトウェア



【特許請求の範囲】

【請求項1】 サービスを含む商品の需要者または供給者が、自分の名前、連絡先および関心ある商品または商品分野について、あらかじめ登録しておくことのできる機能を提供するWEBサーバーおよび記憶装置と、需要者が購入したいと欲しまたは供給者が販売したいと欲する商品の企画案件および自分が望む共同企画相手の属性を指定する条件を登録可能とする機能を提供するWEBサーバーおよび記憶装置と、当該登録企画案件について、あらかじめ登録された関心分野に属する需要者または供給者のなかから共同企画相手として指定された属性条件に該当するものを選び出し、その該当者に当該案件についての情報を電子メールまたはホームページ等により通知または一般開示すると同時に、この案件についてWEBブラウザより電気通信回線を介してアクセスし電子掲示板上で参加者相互の議論ができる機能を提供するWEBサーバーおよび記憶装置と、その商品企画に関する議論をまとめ何らかの結果に導く役割を持つ会議リーダーが議論に参加する電子掲示板機能と商品仕様書または商品カタログをWEBブラウザより作成する機能および完成した商品仕様書や商品カタログを電子的に記述し登録する機能と、商品購入希望需要者と数量および商品開発希望供給者と価格と納期などの成約条件を登録する機能を提供するWEBサーバーおよび記憶装置により、不特定多数の需要者と供給者を結びつけ、新商品を企画開発し新規の売買取引を成立させ産業の発展を促進させるシステム。

【発明の詳細な説明】

【0001】

【発明が属する技術分野】 本発明は、新商品の企画開発を促進し商取引を活性化するシステムに関する。

【0002】

【従来の技術】 従来、需要者が何らかの新商品を欲した場合、インターネットホームページや雑誌等の広告媒体により、あるいは出入り業者を通じて商品検索を行っていた。また供給者が何らかの新商品を企画し販売しようとする場合、自らの経験や市場調査会社による調査結果などに頼った企画を行なうか、特定の顧客を対象とした企画にとどまっていた。

【0003】

【発明が解決しようとする課題】 しかしながら、その商品が容易に見えない場合または世の中に存在していない場合には、それを入手するには多くの時間を要するかまたは困難であった。また供給者にとっては、商品を作成し販売を開始する事前に、それを必要とするより多くの需要者がいるのかどうかを正確に知り、あるいは探し出すことは実質的には不可能であった。その結果、需要者も供給者も互いに新規のビジネスチャンスを発見または実現できないままに終わるのみならず、需要者がその商品を活用して需要者自身のビジネスを実施したい場

合に、必要とする商品が存在しないためにそのビジネスチャンスすらをも失うことがあった。そこで、本発明の課題は、需要者と供給者を共通の商品企画テーマに基づいて結び付けることにより、必要とする相手をより短時間に効率良く探し出しかつ共同で新しい商品の企画を行なうことのできる支援機能を有するシステムを提供することにある。

【0004】

【問題を解決する手段】 本発明は、WEBサーバーと記憶装置を使用し、あらかじめ需要者と供給者の関心のある商品分野を登録しておく手段と、新商品の企画案または購入希望がある場合にそれを登録しておく手段と、その発案者の希望する共同企画者候補の属性条件と登録メンバーの属性とを比較選択し該当者には電子メールなどで通知するかまたはホームページで公開すると同時に商品仕様を議論する電子掲示板などによる電子会議室を提供する手段と、確定した商品仕様や取引条件を記録、閲覧できる手段を提供することにより上記課題を解決している。

【0005】

【発明の実施の形態】 本発明は、図1に示すWEBサイトに置かれたWEBサーバー(S11)と記憶装置(S12)および利用者インターフェースとしてのクライアントコンピュータおよびブラウザ、電子メールソフトウェア(S13)、両者を接続する通信手段としてのインターネットなどの電気通信回線(S14)、などから構成される。

【0006】 このシステムの利用者には、まだ市場に存在していない何らかの商品を購入したいという要望を持つ需要者と、何らかの新しい商品の企画を持つ供給者とがある。利用者はこのシステムのホームページ(S31)よりメンバー登録ページ(S32)に移行し、この画面より自分の氏名や会社名、住所、連絡先などの固有情報と自分がどのような分野の商品に関心があるか、また自分は需要者なのか供給者なのかという項目等を入力する。図4はクライアントコンピュータ側に表示されるこの登録画面の例である。WEBサーバーはこの入力と表示の機能を実行し入力されたデータを関心分野DBに記録する(S21)。

【0007】 この登録情報はホームページよりリンクされる登録メンバー一覧参照ページ(S33)より閲覧できると同時に登録者の登録情報の一部を参照ページ(S37)で閲覧できる。また、そのメンバーが何らかの会議室に参加しているか否かの履歴と現状も閲覧できる(S33)ほか、その会議室の内容も閲覧できる(S34)。WEBサーバーは参照ページより情報を表示する(S22)。

【0008】 購入希望商品のある需要者または新商品企画のある供給者は、商品企画登録ページ(S34)よりその商品概要や仕様を入力する。図5はクライアントコ

ンピューター側に表示されるこの登録画面の例である。
WEBサーバーはこの入力された商品企画情報を案件DB
に記録する(S22)。また事前に、すでに登録され
ている案件についても閲覧できる(S35)(S3
9)。

【0009】WEBサーバーは、関心分野DBと案件DBの条件比較を行ない（S23）、登録された案件に関心のあるメンバーがいる場合には、WEBサイト管理者に自動通知する（S24）。WEBサイト管理者は、新しい電子掲示板（S3A）をWEBサーバー上に開設し（S25）、該当メンバーへの案件通知を電子メールで行なうことをWEBサーバーに指示するか、または案件登録者が一般開示を指定している場合にはWEBサーバー上に案件を表示することをWEBサーバーに指示する（S26）。開設されている会議室（S36）、会議内容（S3A）、会議参加者（S3C）は閲覧できる。

【0010】案件情報の通知を受けた需要者または供給者は、もしその案件に興味があれば電子掲示板上の会議室（S3A）に意見や希望を記述することで、商品企画に関して相互の討議を進める（S27）。WEBサイトにおける会議リーダーは、この討議が収束し何らかの結論を導き出すべく、議長として議論を進捗させる。

【００１１】この案件が新商品として企画がまとまった時には、商品仕様書をメンバー間の取引条件または一般販売する場合の取引条件などと共に成立マークを付けて、まとまらなかった時には不成立マークを付けて、案

件DBに記録することをWEBサーバーに指示する（S28）。WEBサーバーはそれぞれの場合について案件DBに記録する（S29）（S2A）。

【0012】これらの案件の成立状況、商品仕様内容は一般開示指定がある場合には、WEBページに掲載されることにより、広く一般に公開される（S2B）。

【0013】

【発明の効果】本発明によれば、需要者または供給者は新規の商品企画に関心のある互いに必要とする相手を探し出すのにかかる時間を削減でき、新規の商品企画を共同で行なうことにより、今までになかった新しい商品の入手にかかる時間を著しく短縮できる。その結果、今までにない新しい商取引の成立が促進され、需要者と供給者それぞれのビジネスチャンスを拡大する効果がある。

【図面の簡単な説明】

【図１】この発明を構成するシステム装置全体の説明図。

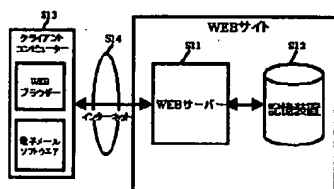
【図2】WEBサイトにおけるシステムの処理手順と内容の説明図。

【図3】システムの処理に対応した、ブラウザで表示される利用者インタフェースWEBページ相互のリンクに関する説明図。

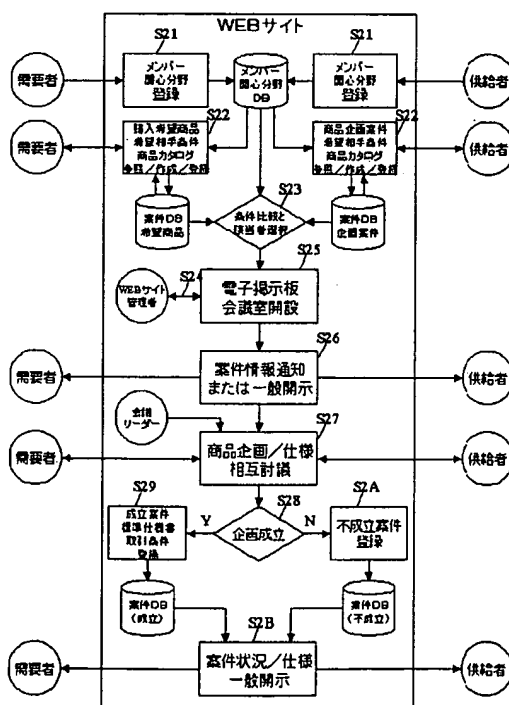
【図4】クライアントコンピュータに表示されるメンバー登録WEBページ画面の実施例に関する説明図。

【図5】クライアントコンピュータに表示される商品登録WEBページ画面の実施例に関する説明図。

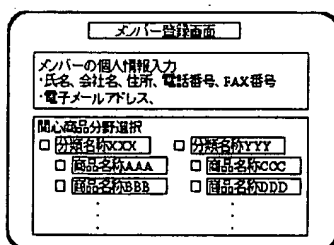
【図1】



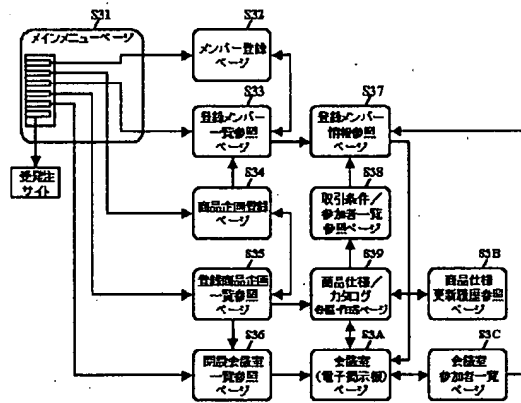
【图2】



【図4】



【図3】



【図5】

